

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination FormSee instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

For NPS use only

received

date entered

1. Name

historic Wholesale Row

and/or common Roanoke Warehouse Historic District (preferred)

2. Location

street & number 109-133 Norfolk Avenue, SW

N/A not for publication

city, town Roanoke

N/A vicinity of ~~Congressional district~~

state Virginia

code 51

county (In City)

code 770

3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input checked="" type="checkbox"/> other: warehouse

4. Owner of Property

(See Continuation Sheet #1 - owners 2-4)

name (1) Virginia Brokerage Company c/o Kermit W. Plymale (133 Norfolk Ave, SW)

street & number 4058 Keagy Rd., SW

(1010301)

city, town Roanoke

N/A vicinity of

state Virginia 24018

5. Location of Legal Description

courthouse, registry of deeds, etc. Roanoke City Hall

street & number N/A

city, town Roanoke

state Virginia

6. Representation in Existing Surveys (See Continuation Sheet #1)

(1) City of Roanoke, Proposed Warehouse

title Historic District

has this property been determined eligible? ☐ yes ☒ no

date September 1981

☐ federal ☐ state ☐ county ☒ local

depository for survey records Office of Planning & Economic Development, Office of Community Planning

city, town Roanoke

state Virginia

7. Description

Condition

☐ excellent
☒ good
☐ fair

☐ deteriorated
☐ ruins
☐ unexposed

Check one

☐ unaltered
☒ altered

Check one

☒ original site
☐ moved date N/A

Describe the present and original (if known) physical appearance
SUMMARY DESCRIPTION

The Roanoke Warehouse Historic District consists of five warehouses located on the north side of Norfolk Avenue in the Old Southwest area of the city. The single row of buildings is bounded by First Street, Second Street, Norfolk Avenue, and the tracks of the Norfolk and Western Railway. All the buildings are constructed of brick, two-to-four stories in height and three-to-eleven bays in length. Built between 1889 and 1902, the buildings were erected for wholesale food storage. Two of the buildings have exceptional corbeled stepped gables in a Dutch-vernacular tradition.

ARCHITECTURAL ANALYSIS

The Roanoke Warehouse Historic District is composed of five warehouse buildings all erected in brick between 1889 and 1902. Built to function as wholesale food warehouses, the Roanoke buildings exemplify the leading concepts of early industrial-warehouse design. Emphasizing utility and function in structures built for storing goods in transit, the buildings have heavy lead-bearing brick walls with massive interior post-and-beam supports. Two of the buildings have steeply pitched roofs with stepped gables, reminiscent of Dutch vernacular architecture. The fine corbeled brickwork on a number of the buildings is characteristic of the city's commercial architecture during the late 19th and early 20th centuries. The Roanoke warehouses all retain loading docks with the buildings' north sides facing the tracks of the Norfolk and Western Railroad. A number of the buildings retain some vestiges of their original exterior bold lettering painted on the walls.

133

The building at 113 Norfolk Avenue was built by the Roanoke land speculator P.L. Terry, who chartered a local milling company in 1888. His improvement of the site was recorded in the city Land Tax Book in 1890, indicating that a building was probably constructed the preceding year. A six-bay addition was constructed in ca. 1900. The original building for the P.L. Terry Milling Company is a six-bay, two-story structure that has lost its third attic story with dormer windows. Constructed of brick laid in stretcher bond, it has corbeled brick pilasters that divide the structure into distinct bays. The original segmental arch windows have been altered. Around 1900, a six-bay addition was constructed on the east wall. Two stories in height, the six-bay structure is executed in six-course American-bond brick. A corbeled brick cornice marks the roof line of the flat-roof building. Following the example of the Terry building, the addition has segmental arch openings. Both buildings retain their loading docks. The west elevation on Second Street has been altered and now serves as the loading area for the Blain Supply Company, the present tenant.

The warehouse at 127 Norfolk Avenue was built in 1902 by Moir and Brindel, grocers. The three-story, three-bay building was constructed in varied courses of American-bond brick and has a flat roof. All the original openings were segmental arched; however, the first story on Norfolk Avenue has been altered for flat arch openings. A corbeled brick cornice ornaments the eaves. The original loading dock survives.

The structure at 117-123 Norfolk Avenue was completed in 1892 for three separate tenants. Now three stories in height with a flat roof, it originally had a fourth story with dormers. The seven-course American-bond brick building is divided by pilasters into

(See Continuation Sheet #1)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates 1889-1902 Builder/Architect Unknown

Statement of Significance (in one paragraph)

STATEMENT OF SIGNIFICANCE

The Roanoke Warehouse Historic District, also known as "Wholesale Row," in the Old Southwest neighborhood of the city along Norfolk Avenue and the Norfolk and Western railroad, consists of five warehouses, all erected between 1889 and 1902 for the storage of wholesale food in transit. Closely identified with Roanoke's emergence at the turn-of-the-century as the wholesale capital of Southwest Virginia, the buildings of the district exemplify the functional tradition of early industrial warehouse design. The brick structures are characterized by powerful rectangular lines, gabled ends, rows of segmental arched deep set windows, iron door and window moldings, post-and-beam timber supports on the interior, and heavily cast tie rods. A notable architectural feature of two of the warehouses is a stepped gabled roof with brick corbeling, reminiscent of buildings in the Dutch vernacular tradition. The compact collection lends a visually important and picturesque accent to the rapidly modernizing center of Roanoke and is a tangible reminder of the city's commercial history.

HISTORICAL BACKGROUND

The land on which the five warehouses stand was originally part of a 400-acre parcel deeded to John B. Smith in 1750. The property was purchased by P.L. Terry and his wife in 1882, the year of the founding of the city of Roanoke. The Terry property then had a more central location, but this changed as the city grew. The change is most evidenced by the siting of the warehouses on the railway across from the old station and by the original names of the surrounding streets, formerly known as Main Street (later Commerce and currently Second Street) and Front Street, the present Norfolk Avenue.

Conveniently located for business, the P.L. Terry store was the first structure built on the site. Constructed ca. 1882, it stood at the corner of Main and Front streets on the railroad. Later in 1888 Terry chartered a milling company and began construction of a warehouse at the same location.¹ The other buildings in the block soon followed, with all five structures completed by 1902.

Known as "Wholesale Row" by the early 1900s, the new buildings on Front Street reflected not only a unity of function but also of design, displaying all the characteristics of the early industrial warehouses. The steep pitched roofs and the step gables of two of the buildings, together with photographic documentation of the other three warehouses prior to later alterations, notably demonstrate their adherence to the functional tradition. Fine corbeled brickwork was characteristic of the city's commercial architecture in this period.

The wholesale grocery industry continued to grow and dominate this area through the 1930s as the city arose to become the most populous and industrialized community in Southwest Virginia. The district remained until very recently a major center of wholesale

(See Continuation Sheet #2)

9. Major Bibliographical References

Barnes, Raymond P. The History of Roanoke. Radford: Commonwealth Press, Inc., 1968.
Richards, J.M. The Functional Tradition in Early Industrial Building. London: Architectural Press, 1958.
Roanoke City Tax Book, 1880-1890, 1906.

10. Geographical Data

Acreage of nominated property 2.5 acres

Quadrangle name Roanoke, VA

Quadrangle scale 1:24000

UMT References

A 17 593660 4125480
Zone Easting Northing

B
Zone Easting Northing

C

D

E

F

G

H

Verbal boundary description and justification Beginning at a point on the W side of First Ave., approximately 300' N of the intersection of First Ave. and Salem Ave.; thence extending approximately 500' W to E side of Second Ave.; thence extending approximately 100' SW along E side of Second Ave. to a point on the N side of Norfolk Ave.; thence extending approximately

List all states and counties for properties overlapping state or county boundaries

(See Continuation Sheet #2)

state N/A code county N/A code

state N/A code county N/A code

11. Form Prepared By

name/title Virginia Historic Landmarks Commission Staff

organization Virginia Historic Landmarks Commission date September 1982

street & number 221 Governor Street telephone (804) 786-3144

city or town Richmond state Virginia 23219

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

 national X state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

H. Bryan Mitchell, Executive Director
title Virginia Historic Landmarks Commission

date SEP 16 1982

For NPS use only

I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

date

Chief of Registration

EXP. 10/31/84

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Inventory—Nomination Form

ROANOKE WAREHOUSE HISTORIC DISTRICT, ROANOKE, VA

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received
date entered

Continuation sheet #1

Item number 4, 6, 7

Page 1,1,1

4. OWNER OF PROPERTY

- | | |
|--|-----------------------------------|
| (133 Norfolk Ave., SW-1010302): | (133 Norfolk Ave., SW - 1010303): |
| (2a) Kermit W. and Gladys B. Plymale | (2b) Kermit W. Plymale |
| 4058 Keagy Rd., SW | 4058 Keagy Rd., SW |
| Roanoke, Virginia 24018 | Roanoke, Virginia 24018 |
| (127 Norfolk Ave., SW -1010304): | |
| (3) James D. and Vicki H. Leonard | |
| 1935 Hope Rd., SW | |
| Roanoke, Virginia 24018 | |
| (vacant lot, 105, 109, 113, 117, 119, 123 Norfolk Ave., SW - 1010311 | |
| (4) David N. Van Blaricom | 1010309 |
| 1421 Park Avenue | 1010308 |
| Richmond, Virginia 23220 | 1010307 |
| | 1010306 |
| | 1010305): |

6. REPRESENTATION IN EXISTING SURVEYS

- (2) Virginia Historic Landmarks Commission Survey
1982 State
Virginia Historic Landmarks Commission
221 Governor Street
Richmond, Virginia 23219

7. DESCRIPTION -- Architectural Analysis

nine bays, each bay containing paired windows on the second and third stories. Fine corbeled brickwork is found above the third story. Loading docks are on both the north and south elevations.

The warehouse at 113 Norfolk Avenue, SW was built in 1900 for Becker Grocery, wholesale grocers. Like its neighbor at 109 Norfolk Avenue, the building has a steeply pitched, stepped gable roof accented by corbeled brickwork. Both the north and south elevations are divided by brick pilasters into three bays. The structure has segmental arch openings and loading docks on both the north and south elevations.

The 109 Norfolk Avenue warehouse is the most elaborate building in the row. Built in 1892 by the Roanoke Grocery and Milling Co., the structure to its east side originally had a twin of the building at 113 Norfolk Avenue, giving it the appearance of a central pavilion flanked by smaller wings; however, the building at 105 Norfolk Avenue was razed. The 1892 building is four stories in height with a steep gable roof accentuated by corbeled brickwork. The stretcher-bond brick building has both segmental and flat arch openings. The fourth story has a centrally positioned, three-part Palladian-style window flanked by lunettes. Like its neighbor at 113 Norfolk Avenue, corbeled brick pilasters divide the building into three bays. It retains its loading docks on both the north and south elevations.

The Roanoke Warehouse Historic District is bounded on the north by the tracks of the Norfolk and Western Railroad, on the south by Norfolk Avenue, on the west by Second Avenue and on the east by First Avenue. Immediately to the east of 109 Norfolk Avenue

(See Continuation Sheet #2)

United States Department of the Interior
National Park Service

**National Register of Historic Places
Inventory—Nomination Form**

ROANOKE WAREHOUSE HISTORIC DISTRICT, ROANOKE, VA

Continuation sheet #2

Item number 7, 8, 10

Page 2, 1, 1

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7. DESCRIPTION -- Architectural Analysis

is a large parking lot, once the site of two former buildings on the "warehouse row." A large parking lot is found south of the district with four heavily altered buildings on the south side of Norfolk Avenue.

RCC

8. SIGNIFICANCE -- Historical Background

activity. C.B. Halsey Co., the last wholesale grocer on the row, closed for business in the spring of 1981. Although buildings in the row have been modernized through the introduction of larger windows and conventional door and roof lines, the district maintains much of its original character. As the last group of warehouses left on the railway near the central business district and a tangible reminder of Roanoke's development as a railroad town, the area is an important historic resource of the city and should be preserved. While some of the buildings still function in part as warehouses, present plans call for the rehabilitation of the district as an entertainment and retail center.

C of R/RAC

¹Raymond P. Barnes, The History of Roanoke. (Radford: Commonwealth Press, Inc., 1968), p. 91.

10. GEOGRAPHICAL DATA -- Verbal Boundary Description & Boundary Justification

150' N along W side of First Ave. to point of origin.

Boundary Justification: The boundaries have been drawn to encompass the city block bounded by the Norfolk and Western Railroad, Norfolk Ave., First Ave., and Second Ave.

37°15' 80°00' 5931 590 CAVE SPRING 1.7 MI. 1 570 000 FEET FLOYD 38 MI.

(BENT MOUNTAIN)
1958 11 NE

Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS

Topography by photogrammetric methods from aerial
photographs taken 1960. Field checked 1963

Polyconic projection. 1927 North American datum
10,000-foot grid based on Virginia coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 17, shown in blue

Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked

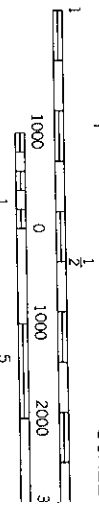
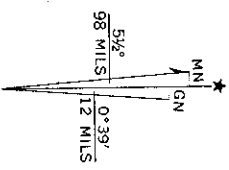
Red tint indicates areas in which only landmark buildings are shown
Revisions shown in purple compiled in cooperation with Commonwealth
of Virginia agencies from aerial photographs taken 1977. This information
not field checked. Map edited 1978

Purple tint indicates extension of urban areas

Map 1 of 2

USGS 7.5' quadrangle
Roanoke Va.
(scale:1:24,000)
1963 (PR 1978)
ROANOKE WAREHOUSE HISTORIC DISTRICT
Roanoke (city)
UTM REFERENCES:
17/593660/4125480

UTM GRID AND 1978 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET



CONTOUR INT
NATIONAL GEODETIC V

THIS MAP COMPLEIES WITH NATI
FOR SALE BY U. S. GEOLOGICAL
AND VIRGINIA DIVISION OF MINERAL RES
A FOLDER DESCRIBING TOPOGRAPHIC MAP

